

ABSTRACT

Businesses and customers are currently in a state of content shock, where the company must have received complaints from its customers. The bad worth of mouth from dissatisfied customers will impact the future of the business. This is where the importance of customer advocacy. Because they are not only encourage and recommend but also volunteer to defend the brand when there is a negative issue. Lala Group Baby Shop has been established since fifteen years ago with six branch outlets in Sidoarjo. So it is very important for businesses that have been at the peak need advocacy from its consumers so that in the future can reduce the cost of promotion and increase the advantage of competing with competitors. This research aims to create customer advocacy as well as to create an appropriate advocacy strategy for Lala Group Baby Shop customers.

The research approach used is qualitative descriptive using case study type with explorative analysis method with analytical descriptive approach. Research subjects in this study there are five women who are consumers of Lala Group Baby Shop that has met the criteria and selected by purposive sampling that representing several branches of Lala Group Baby Shop. The research was conducted with semi-structured interview method. The interview was conducted in Sidoarjo with the object of research are satisfaction, trust, commitment, loyalty, advocacy that produce primary data.

From the results of the research, it is known that all of these informants have the potential to become an advocate customer because they already have good satisfaction, trust, commitment and loyalty. However, in the aspect of trust, there are some consumers who don't know the type of promotion offered by the company. And based on loyalty, there are still doubts on the minds of consumers to move on to competitors. If looked at from the aspect of customer advocacy, consumers have said positive about Lala to others, have suggested Lala, have recommended Lala, and forgive the mistake if there is a mistake in the service. For attributes defend when there are negative issues, consumers have never heard of negative issues about Lala Group Baby Shop so that, the attribute is not used in this study. Overall there is no difference strategy on consumers of Lala Group Baby Shop based on the consumer profile and behaviour. Thus, the resulting customer advocacy strategy can be applied to all Lala Group Baby Shop customers, recognizing and improving company deficiencies, creating communities, implementing membership card programs, and working with ojek online to implement delivery systems.

Keyword: Satisfaction, Trust, Commitment, Loyalty, Advocacy